

# Targeted Multi-Channel Marketing



Welcome to AMERICA'S FIRST RESPONDERS-DEK's suite of multi-media marketing solutions! Our programs leverage our 22 years of experience in cost-effective marketing solutions targeted to the police, security, fire and rescue industries. Plus, with our new online and email programs, we can customize a program that meets your budget while exceeding your expectations. Just as you manage risk/reward with your investments, it is vital to diversify your marketing portfolio to ensure your best return on investment.

## Our cost-effective solutions to incorporate into your 2009 Marketing Campaign:

### **AMERICA'S FIRST RESPONDERS-DEK:**

*The cornerstone of our program; cooperative direct mail is time tested as an economical way to stretch your marketing dollars and maximize your reach. You get the lead generating power of direct mail at about 1/10th the cost.*

### **Online Ads and clicks from our site to yours:**

*We couple these options with our cooperative direct mail component to practice what we preach. Diversify your marketing reach with our one-stop shopping resources! We'll digitize your direct mail piece to feature it online and drive traffic to your site from the interested buyers visiting our site.*

### **SOLO Email Campaigns:**

*Utilize our reach of 14,000 key police, security, fire and rescue buyers who receive our ethical email marketing campaigns. We limit these campaigns to twice per week and require a compelling offer to serve our email buyers.*

### **List Rental:**

*We invest significant resources to ensure maximum deliverability to qualified buyers as we mail to these lists several times per year. You can select these records across a variety of criteria to create a targeted list for your own campaign.*

### **Mini-Catalogs:**

*Our Mini-Catalog printing and insert program are a great way to promote your best-sellers, launch new products and move high-margin products to the market while minimizing the cost of printing and postage. In fact, we can print and mail your catalog for as low as 18 cents each on a single run.*

### **Web Design:**

*Our talented creative services team can design a custom website or an economical five page starter website that will enhance your online brand as well as your ability to convert online visitors into paying customers.*

We help a wide variety of companies, big and small; new and established; grow their sales with a mix of these marketing solutions. We understand that one size marketing doesn't work in this market, nor for your company's complex marketing strategy with multiple marketing objectives.